



CHEROKEE

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Cherokee Report Highlights its Investments in Sustainability
Private Equity Fund Uses Capital and Creativity to Transform Communities

Raleigh, N.C. – Cherokee, a private equity firm specializing in brownfield cleanup and sustainable redevelopment, released its annual Sustainability Report. The fifth of its kind, the report summarizes Cherokee's sustainability programs and investments that are at work to revitalize impaired properties here and abroad. The complete report is available at <http://www.cherokeefund.com>.

"Sustainability is our business," said Tom Darden, CEO of Cherokee. "By setting clear goals at the outset of each investment, Cherokee is able to achieve strong returns while improving environmental and social conditions at sites around the world."

Cherokee's focus on sustainable returns – lasting economic, environmental and social gains for all its stakeholders – combines business strategy with corporate values. For more than two decades, Cherokee has used private equity, coupled with creativity and expertise, to purchase, cleanup and reuse property.

In 2007, Cherokee purchased 750 acres of underutilized real estate; sold five portfolio properties; and partnered with the U.S. Green Building Council (USGBC) at four sites to develop the new LEED® for Neighborhood Development program. Cherokee also maintained its focus on transit-oriented development and expanded its capabilities and commitment to renewable energy.

Additionally, Cherokee completed two LEED Platinum certified buildings – its own corporate headquarters is one of three known historic buildings in the world to receive Platinum certification and its demonstration GreenHome has won acclaim from the National Association of Homebuilders and others. The firm plans to explore new opportunities for investments in green building and carbon markets.

"Cherokee's corporate commitment and innovation make the firm a leader in private equity, real estate and sustainable development," said William McDonough, leading architect and founding member of Cherokee's Sustainability Advisory Council. "Cherokee takes on the challenge of remediation, and then goes even further to facilitate sustainable solutions that mitigate the impact of the built environment."

The Sustainability Report also describes Cherokee Gives Back, the firm's philanthropic foundation. Cherokee Gives Back's partnership with Brad Pitt, William McDonough + Partners and GRAFT on *Make It Right* will build environmentally friendly, affordable homes in the Lower 9th Ward of New Orleans, LA.

About Cherokee

Cherokee is the leading private equity firm investing capital and expertise in brownfield redevelopment. For more than two decades, Cherokee's executive team has produced strong financial returns while

delivering positive environmental and social results. Cherokee has invested in more than 525 properties worldwide. The firm has more than \$2 billion under management and is currently investing its fourth fund.

The company has evolved its leadership role in the reclamation of brownfields by applying expertise, creativity and resolve to the sustainable redevelopment of properties after remediation. For more information, visit www.cherokeefund.com

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